

County of Loudoun
Department of Planning
MEMORANDUM

DATE: May 15, 2008
TO: Loudoun County Planning Commission
FROM: Stephen Gardner, Project Manager
SUBJECT: May 22, 2008 Committee of the Whole
Life Time Fitness Sign Plan; ZMOD 2007-0007

BACKGROUND:

The Planning Commission held a public hearing on this application on April 17, 2008; no members of the public spoke for or against the proposal. Outstanding issues included both the number of signs and the aggregate sign area. After discussion on both issues, the Commission voted 9-0 to forward the application to the Committee of the Whole.

At the May 8, 2008 Committee of the Whole, the comprehensive sign plan was amended by the Applicant to reduce the number of signs from six (6) to four (4), and the total aggregate sign area was reduced from 674 square feet to 395 square feet (inclusive of the background structures associated with the ground-mounted monument signs).

Commission members continued to express concerns regarding the precedent such an increase over the Ordinance standard may have on subsequent applications, the need for signage to identify the internal parking area, and the proliferation of signage along Prentice Drive as the currently vacant parcels develop. As a means to rectify the latter issue, the Commission discussed the idea of allowing the monument sign at the intersection of Prentice Drive on an interim basis. The sign would be removed as the vacant parcels flanking the entrance drive are developed or a comprehensive sign plan for the entirety of the Broad Run Business Center is approved. After discussion, the Commission voted 6-3 (Chaloux, Keeney, Syska opposed) to forward the application to a Committee of the Whole meeting for additional discussion.

In response to comments made by Commissioners at the Committee meeting, the comprehensive sign package has been revised, once again, and is attached. In summary, only two signs are now proposed, a building-mounted sign on the southern façade of the building (170 square feet) and a ground-mounted monument sign at the intersection of Prentice Drive (10.5 square feet; 65 square feet inclusive of the associated background structure).

Building-mounted signs on the northern, eastern, and western facades and the ground-mounted monument sign at the entrance to the internal parking area have been removed. The total aggregate sign area is now 180.5 square feet, 235 square feet inclusive of the associated background structure.

STAFF RECOMMENDATION:

Staff recommends approval of the application as presented. However, in response to the Commission concern regarding the ground-monument sign located at the intersection of Prentice Drive, a Condition (#6) has been included stating such sign shall be removed upon issuance of a Zoning Permit for either of the currently undeveloped parcels flanking the entrance drive or the submission of a comprehensive sign plan for the Broad Run Business Center. It should be noted that the Applicant is not in agreement with this Condition.

SUGGESTED MOTION:

1. I move that the Planning Commission forward ZMOD 2007-0007, Life Time Fitness Sign Plan, to the Board of Supervisors with a recommendation of approval, subject to the Conditions of Approval dated May 22, 2008, with the attached Findings for approval, and as amended at the May 22, 2008 Committee meeting.

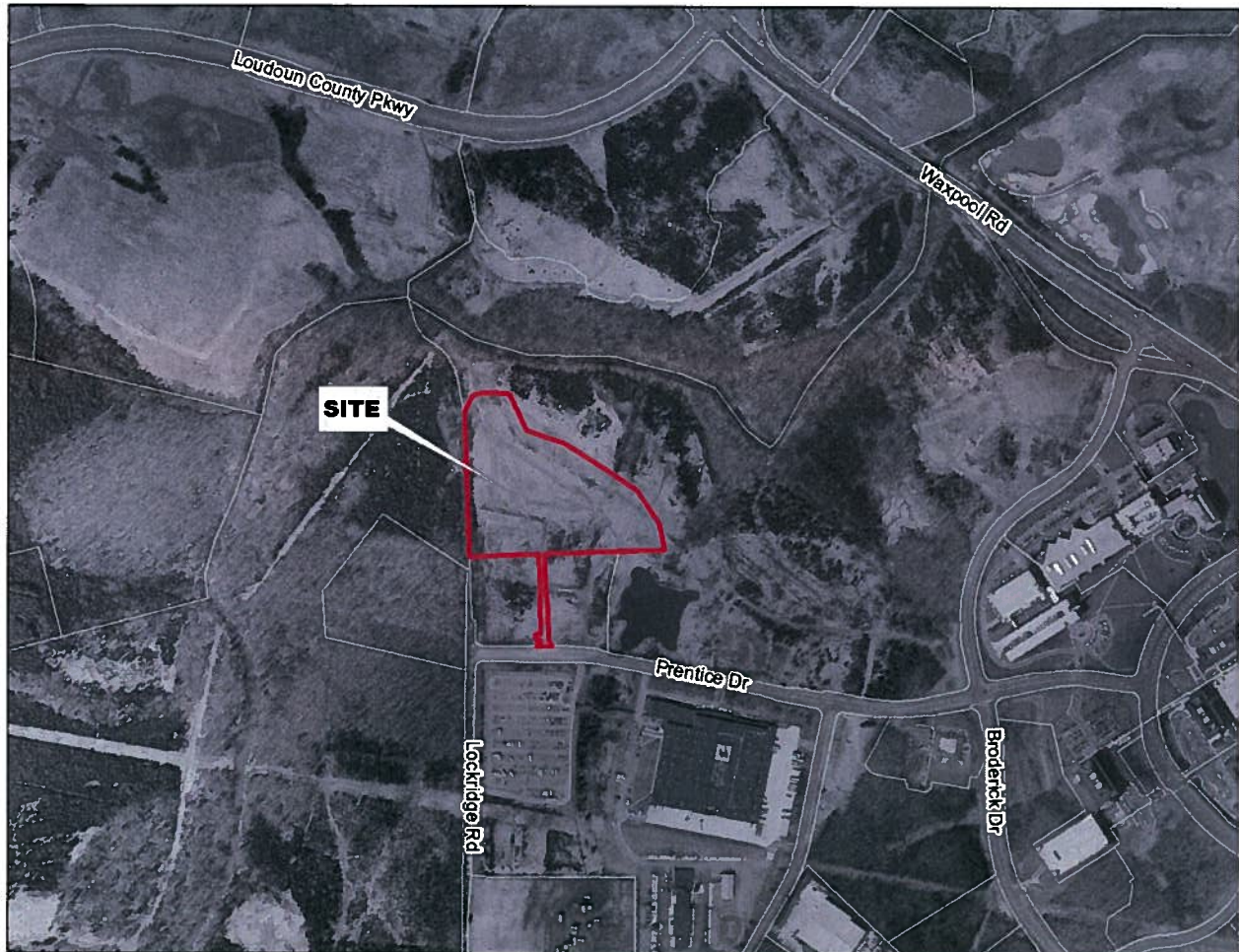
OR,

2. I move an alternate motion.

ATTACHMENTS:

1. Vicinity Map
2. ZMOD Conditions of Approval; dated May 22, 2008
3. Findings for Approval
4. Applicant Memorandum to Planning Commission, dated May 14, 2008
5. Life Time Fitness Sign Plan Package, dated May 14, 2008

VICINITY MAP



Directions:

From Leesburg, take Route 7 east to Route 28. Follow Route 28 south to Waxpool Road. Follow Waxpool Road west to Broderick Drive. Turn left onto Broderick Drive. Follow Broderick Drive to Prentice Drive. Turn right onto Prentice Drive. The Life Time Fitness Building is currently under construction on the right and is accessible via a private drive.

ZMOD-2007-0007 CONDITIONS OF APPROVAL – May 22, 2008

1. Signs shall be provided in substantial conformance with the “Life Time Fitness, Inc. Comprehensive Sign Package” dated May 14, 2008.
2. Sign materials, colors, size, height, location, number, and lighting shall be provided in substantial conformance with the “Life Time Fitness, Inc. Comprehensive Sign Package” dated May 14, 2008.
3. Landscaping shall extend around the base of each monument sign a minimum of three feet (3') and shall consist of low-lying shrubbery and/or flowering plants. The use of native species shall be encouraged. All landscaping shall be maintained in good condition.
4. No animation, neon, or moving lights shall be permitted. With the exception of the ground-mounted up-lighting intended to illuminate the entrance monument signs, signs shall be illuminated internally only and shall contain no exposed lighting elements. No sign illumination shall spill upward or reflect or cast glare onto adjacent properties or roadways.
5. Individual signs shall be maintained in good condition.
6. The sign identified in the Life Time Fitness Comprehensive Sign Comparison Matrix as Monument Sign #2 shall be permitted until such time as either: 1) A Zoning Permit is issued for Parcel Pin # 062288653; 2) A Zoning Permit is issued for Parcel Pin # 062292662; or 3) A Comprehensive Sign Plan is submitted for the entirety of the Broad Run Business Center. At such time, Monument Sign #2 must be removed within 30-days following the issuance of a Zoning Permit or the approval of a Comprehensive Sign Plan.

FINDINGS FOR APPROVAL

1. The proposal conforms to the policy guidance of the Revised General Plan.
2. The sign modification establishes standards for the location, size, number, illumination, and color of proposed signage for the Life Time Fitness Center.
3. The application complies with the requirements of the 1993 Loudoun County Zoning Ordinance.



**WALSH COLUCCI
LUBELEY EMRICH
& WALSH PC**

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Land Use Planner
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mromeo@ldn.thelandlawyers.com

MEMORANDUM

Via Hand Delivery

TO: Stephen Gardner, Project Manager
CC: John Merrithew, AICP
Members of the Loudoun County Planning Commission
FROM: Michael G. Romeo, AICP
DATE: May 14, 2008
RE: Life Time Fitness, Inc. Comprehensive Sign Package Revisions

The comprehensive sign package for Life Time Fitness, Inc. (the "Applicant") has been revised to address the comments received from the Loudoun County Planning Commission at the Committee of the Whole on May 8, 2008. In addressing these comments, the Applicant has revised the April 29, 2008 Comprehensive Sign Package as follows:

- Removal of the western building sign; and
- Removal of the internal monument sign.

These revisions continue to significantly reduce the amount of signage proposed in the sign package. Prior to these revisions, the sign package was comprised of four signs totaling 308.75 square feet (395 square feet when including the monument sign background structures). Based on the revisions shown above, the sign package now consists of one 170 square foot building mounted sign and one 10.5 square foot monument sign (65 square foot background structure). These revisions significantly reduce the overall signage for the 110,000 square foot building. The Applicant believes, and hopes the planning commission agrees, that these revisions go well beyond maintaining the character and integrity of acceptable signage in Loudoun County.

Attachment 4

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1 E. MARKET STREET, THIRD FLOOR ■ LEESBURG, VA 20176-3014

ARLINGTON OFFICE 703 528 4700 ■ PRINCE WILLIAM OFFICE 703 680 4664

ATTORNEYS AT LAW

Life Time Fitness, Inc.
Comprehensive Sign Package
ZMOD 2007-0007

**A Zoning Modification Application for a Comprehensive Sign Package
within Broad Run Business Center**

Attachment 5

May 14, 2008

**Life Time Fitness, Inc.
Comprehensive Sign Package
ZMOD 2007-0007**

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STATEMENT OF JUSTIFICATION

Zoning Modification per Section 5-1202 (E) to facilitate a Comprehensive Sign Package within Broad Run Business Center

May 14, 2008

I. Introduction

Life Time Fitness, Inc. (the "Applicant") is proposing a Zoning Modification application to facilitate a comprehensive sign package within Broad Run Business Center. The comprehensive sign package is focused in nature and proposes to modify the permitted size of wall and monument signs. Since the comprehensive sign package was originally submitted, the Broad Run Business Center has been subdivided per SBPR 2006-0016 to provide a distinct parcel for the Life Time Fitness Center. This lot is referred to in Loudoun County Tax Records as MCPI # 062-29-0569.

II. Project Summary and Justification

The Applicant is requesting a modification of the sign regulations to permit signs that will be large enough to properly complement the size of the Life Time Fitness Center. The increase in the size of the one building sign and the background structure of the one monument sign will serve to improve upon the existing regulations by allowing the signs to conform to the large scale of the Life Time Fitness Center. The structure will provide an appropriate backdrop and sense of scale for the increased size and amount of proposed signs. Per the March 27, 2007 Pre-Application Conference between the

Applicant and County Staff, it was determined by Staff that the proposed signs would be classified as *Business Signs* and should be modified based on Section 5-1204 (D)(3)(ii) of the 1993 Loudoun County Zoning Ordinance. Based on this discussion, the Applicant lists the appropriate modifications in the Sign Comparison Matrix included as part of this application.

III. Issues for Consideration

The following items are addressed in accordance with section 6-1310 of the Zoning Ordinance:

(A) Whether the proposed special exception is consistent with the Comprehensive Plan.

The property is designated for Keynote Employment uses in the Revised General Plan. The proposed comprehensive sign package serves to maintain, and improve upon, the high quality image of the Keynote Employment Area. The proposed signage is designed to identify the property and be a visual and architectural asset.

(B) Whether the proposed special exception will adequately provide for safety from fire hazards and have effective measures of fire control.

Not applicable.

(C) Whether the level and impact of any noise emanating from the site, including that generated by the proposed use, negatively impacts the uses in the immediate area.

Not applicable.

(D) Whether the glare or light that may be generated by the proposed use negatively impacts uses in the immediate area.

The building façade sign will be backlit, but will not exude glare or light that will affect adjacent properties. The monument sign will include uplights that are composed of extruded aluminum, fully adjustable doors with anti-reflection baffles that provide beam and glare control in order to focus the lighting on the monument sign and minimize any glare or light that may affect adjacent properties.

(E) Whether the proposed use is compatible with other existing or proposed uses in the neighborhood, and adjacent parcels.

The proposed signage will serve to set a positive standard for signage design within Broad Run Business Center. The monument sign serves as the focal point for the entrance to the property and the wall sign serves as an appropriately scaled building identifier. It is in the Applicant's best interest to provide a positive example, through signage, for design excellence in the Broad Run Business Center.

(F) Whether sufficient existing or proposed landscaping, screening and buffering on the site and in the neighborhood to adequately screen surrounding uses.

The Applicant is agreeable to conditions of approval that commit to landscaping around the base of the monument signage. As previously stated, the uplights for the monument sign are composed of extruded aluminum, fully adjustable doors with anti-

reflection baffles that provide beam and glare control in order to focus the lighting on the monument sign and minimize any glare or light that may affect adjacent properties.

- (G) Whether the proposed special exception will result in the preservation of any topographic or physical, natural, scenic, archaeological or historic feature of significant importance.**

Not applicable.

- (H) Whether the proposed special exception will damage existing animal habitat, vegetation, water quality (including groundwater) or air quality.**

Not applicable.

- (I) Whether the proposed special exception at the specified location will contribute to or promote the welfare or convenience of the public.**

Through superior design, the proposed signage will provide identification and beautification measures that will contribute to or promote the welfare or convenience of the public.

- (J) Whether the traffic expected to be generated by the proposed use will be adequately and safely served by roads, pedestrian connections and other transportation services.**

Not applicable.

- (K) Whether, in the case of existing structures proposed to be converted to uses requiring a special exception, the structures meet all code requirements of Loudoun County.**

Not applicable.

- (L) Whether the proposed special exception will be served adequately by essential public facilities and services.**

Not applicable.

- (M) The effect of the proposed special exception on groundwater supply.**

Not applicable.

- (N) Whether the proposed use will affect the structural capacity of the soils.**

Not applicable.

- (O) Whether the proposed use will negatively impact orderly and safe road development and transportation.**

Not applicable.

- (P) Whether the proposed special exception use will provide desirable employment and enlarge the tax base by encouraging economic development activities consistent with the Comprehensive Plan.**

Not applicable.

- (Q) Whether the proposed special exception considers the needs of agriculture, industry, and businesses in future growth.**

Not applicable.

- (R) Whether adequate on and off-site infrastructure is available.**

Not applicable.

- (S) Any anticipated odors which may be generated by the uses on site, and which may negatively impact adjacent uses.**

Not applicable.

- (T) Whether the proposed special exception uses sufficient measure to mitigate the impact of construction traffic on existing neighborhoods and school areas.**

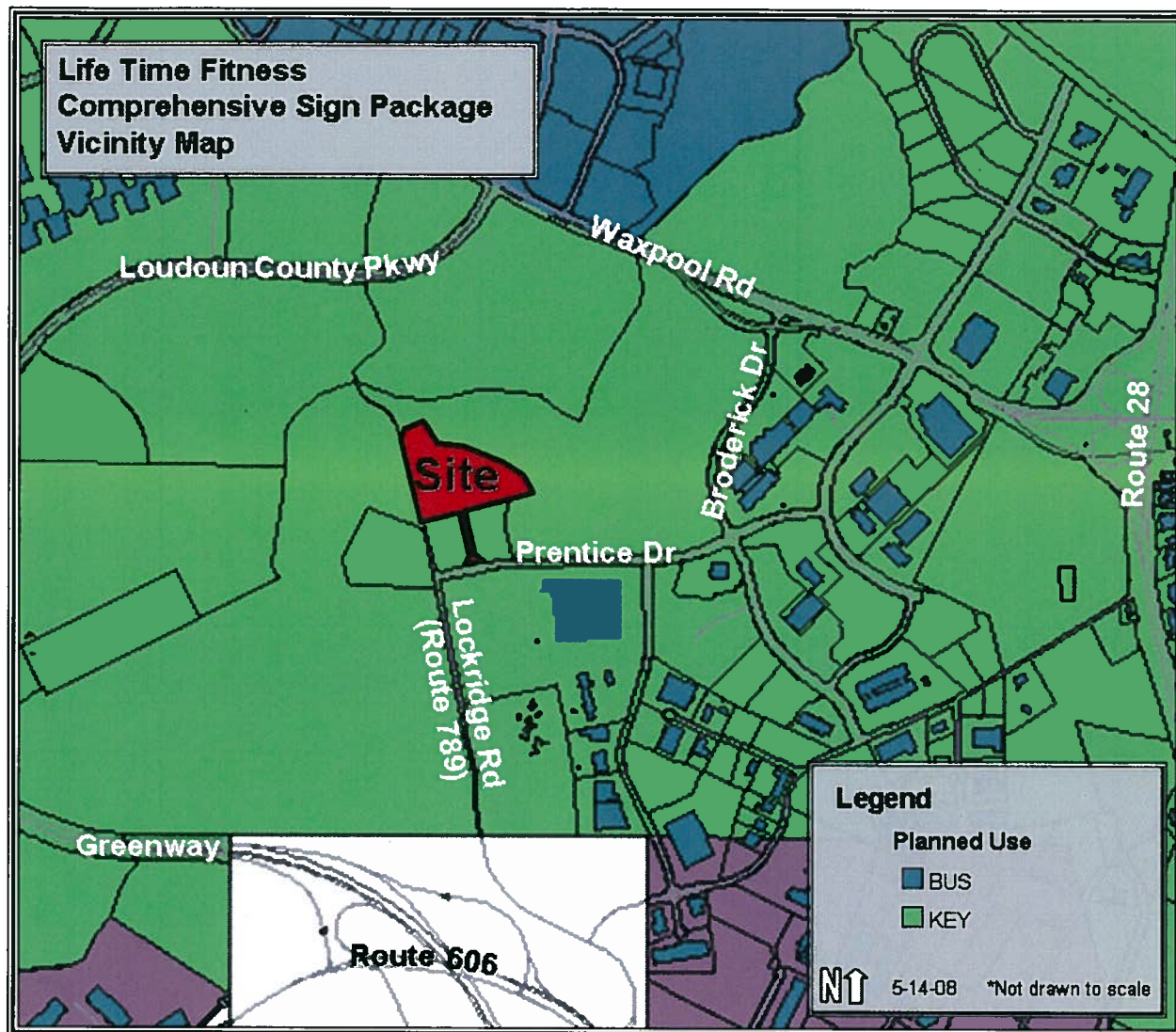
Not applicable.

IV. Conclusion

In summary, the Applicant proposes to modify the size of signs permitted in the 1993 Loudoun County Zoning Ordinance to complement the large scale of the proposed Life Time Fitness Center. This proposed modification will in no way compromise the integrity of the high-quality architecture that is proposed for the Life Time Fitness Center, but will in fact improve upon the existing regulations and serve to complement the large scale of the building.

LIFE TIME FITNESS COMPREHENSIVE SIGN COMPARISON MATRIX
COMPARISON OF EXISTING AND PROPOSED REGULATIONS
May 14, 2008

SIGN TYPE	1993 ZONING ORDINANCE REGULATIONS	PROPOSED REGULATIONS (MODIFICATIONS IN BOLD)
Building Sign (#1)	<p><i>Business Sign: 5-1204 (D)(3)(ii)</i></p> <p>Total aggregate sign area = 60 sq ft</p> <p>Max. number of signs = 3 (freestanding or building) or 1 freestanding sign/vehicular entrance, no more than 3 for center and 1 building mounted sign/façade no more than 3 for business (in-line structure)</p> <p>Max. area of any one sign = 20 sq ft</p> <p>Ground mounted sign bonus multiplier = 1.5</p> <p>Max. area of any one ground mounted sign = 30 sf</p> <p>Ground mounted sign background structure bonus multiplier = 1.5</p> <p>Max. area of ground mounted background structure = 45 sf</p> <p>Max. height of ground mounted background structure = 8 ft</p> <p>Illumination = back light or white light</p> <p>Min. setback from right-of-way = 10 ft</p> <p>Type permitted = free standing or building mounted</p> <p>Max. height = 15 ft or roofline</p> <p>Additional requirements = None</p>	<p>Total aggregate sign area = 170 sq ft</p> <p>Max. number of signs = 3 (freestanding or building) or 1 freestanding sign/vehicular entrance, no more than 3 for center and 1 building mounted sign/façade no more than 3 for business (in-line structure)</p> <p>Max. area of any one sign = 170 sq ft</p> <p>Ground mounted sign bonus multiplier = 1.5</p> <p>Max area of any one ground mounted sign = 30 sf</p> <p>Ground mounted sign background structure bonus multiplier = 1.5</p> <p>Max area of ground mounted background structure = 45 sf</p> <p>Max height of ground mounted background structure = 8 ft</p> <p>Illumination = back light or white light</p> <p>Min. setback from right-of-way = 10 ft</p> <p>Type permitted = free standing or building mounted</p> <p>Max. height = 15 ft or roofline</p> <p>Additional requirements = None</p>
Monument Sign (#2)	<p><i>Business Sign: 5-1204 (D)(3)(ii)</i></p> <p>Total aggregate sign area = 60 sq ft</p> <p>Max. number of signs = 3 (freestanding or building) or 1 freestanding sign/vehicular entrance, no more than 3 for center and 1 building mounted sign/façade no more than 3 for business (in-line structure)</p> <p>Max. area of any one sign = 20 sq ft</p> <p>Ground mounted sign bonus multiplier = 1.5</p> <p>Max. area of any one ground mounted sign = 30 sf</p> <p>Ground mounted sign background structure bonus multiplier = 1.5</p> <p>Max. area of ground mounted background structure = 45 sf</p> <p>Max. height of ground mounted background structure = 8 ft</p> <p>Illumination = back light or white light</p> <p>Min. setback from right-of-way = 10 ft</p> <p>Type permitted = free standing or building mounted</p> <p>Max. height = 15 ft or roofline</p> <p>Additional requirements = None</p>	<p>Total aggregate sign area = 60 sq ft</p> <p>Max. number of signs = 3 (freestanding or building) or 1 freestanding sign/vehicular entrance, no more than 3 for center and 1 building mounted sign/façade no more than 3 for business (in-line structure)</p> <p>Max. area of any one sign = 20 sq ft (proposed signage: 10.5 sq ft)</p> <p>Ground mounted sign bonus multiplier = 1.5</p> <p>Max area of any one ground mounted sign = 30 sf</p> <p>Ground mounted sign background structure bonus multiplier = 1.5</p> <p>Max area of ground mounted background structure = 65 sf</p> <p>Max height of ground mounted background structure = 8 ft</p> <p>Illumination = ground mounted white lights</p> <p>Min. setback from right-of-way = 10 ft</p> <p>Type permitted = free standing or building mounted</p> <p>Max. height = 15 ft or roofline</p> <p>Additional requirements = None</p>



**Life Time Fitness
Comprehensive Sign Package
Site Image**

TAB I
ASSOCIATES LLC
ET AL c/o
ANTIGONE
REALTY INC
PIN: 062-17-6281
TM: /93/1111116/

BOSTON
PROPERTIES
LMTD
PARTNERSHIP
PIN: 062-28-8653
TM: /80/133/11113/

BOSTON
PROPERTIES
LMTD
PARTNERSHIP
PIN: 062-29-2662
TM: /80/133/11112/

BOSTON
PROPERTIES
LMTD
PARTNERSHIP
PIN: 044-37-0416
TM: /80/1111119/

BOSTON
PROPERTIES
LMTD
PARTNERSHIP
PIN: 062-28-0588
TM: /80/133/11111/

**Lockridge Rd
(Route 789)**

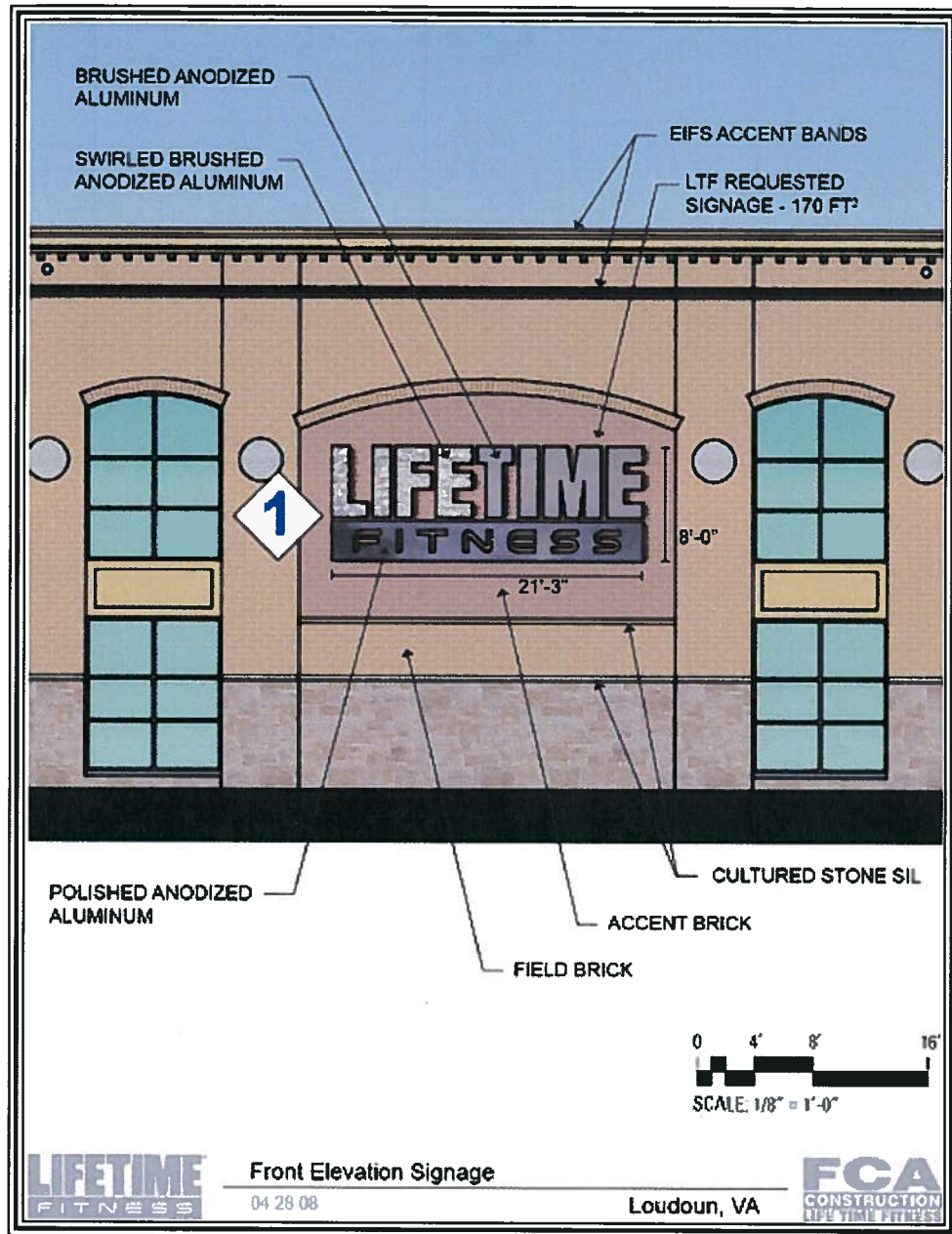
Prentice Dr

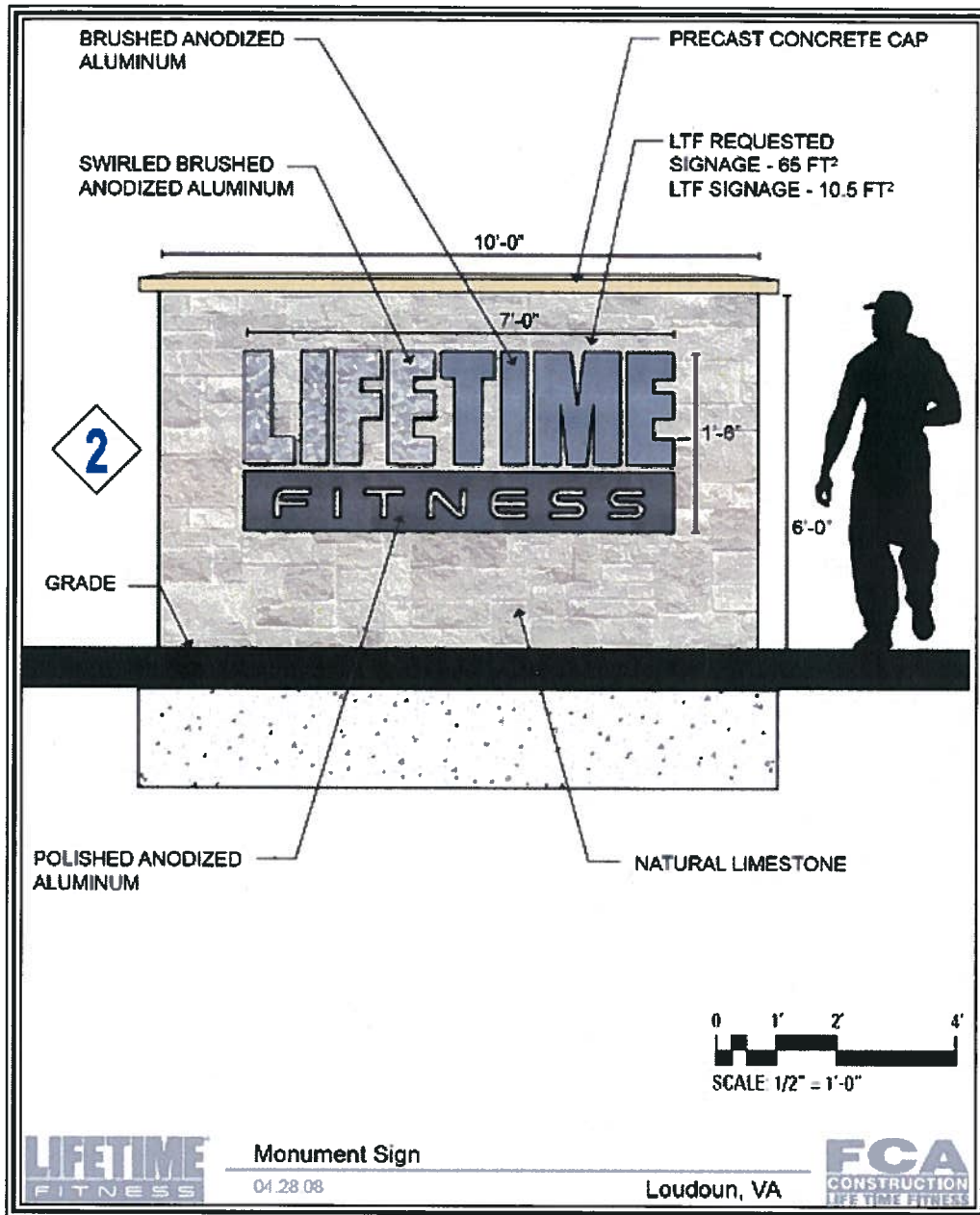
Legend

Signage

- #1: 170 sq ft Wall Mounted Building Sign
- #2: 10.5 sq ft Monument Sign (65 sq ft background structure)

5-14-08 *Not drawn to scale







KN-CFL1 **KimNOW!® Compact Flood®** revision 3/27/06 • kn-cfl1.pdf

Type:
 Job:

Page: 2 of 3

Catalog Numbers

Fixtures provided with the following lamp:

70MH - 70W clear universal ED17 metal halide 277 volt ballast includes 120 to 277 volt step-up transformer

42PL - 42W triple tube compact fluorescent (3500K) 120/208/240/277 volt ballast 0° start temperature



Wide Flood

Lamp	Color	Fixture Order Number
70MH	Dark Bronze	<input type="checkbox"/> KN-CFL1-50DB
	White	<input type="checkbox"/> KN-CFL1-50WH
42PL	Dark Bronze	<input type="checkbox"/> KN-CFL1-42DB
	White	<input type="checkbox"/> KN-CFL1-42WH

NOTE: 70MH fixtures provided with 277 volt ballast and includes a 120 to 277 volt step-up transformer. Fixtures factory pre-wired for 277 volt operation, connection to 120 volt completed in field by installer. 42PL fixtures provided with ballasts that operate 26, 32 and 42 watt lamps at 120, 208, 240 or 277 volts.

See KimNOW! catalog for lamp and electrical data.

Fixture Accessories:

Ordered Separately from fixture.

Accessories are field installed and include all required hardware and complete installation instructions.

Barn Doors	Color	Order Number
Dark Bronze	Dark Bronze	<input type="checkbox"/> KN-CFLBD-DB
	White	<input type="checkbox"/> KN-CFLBD-WH

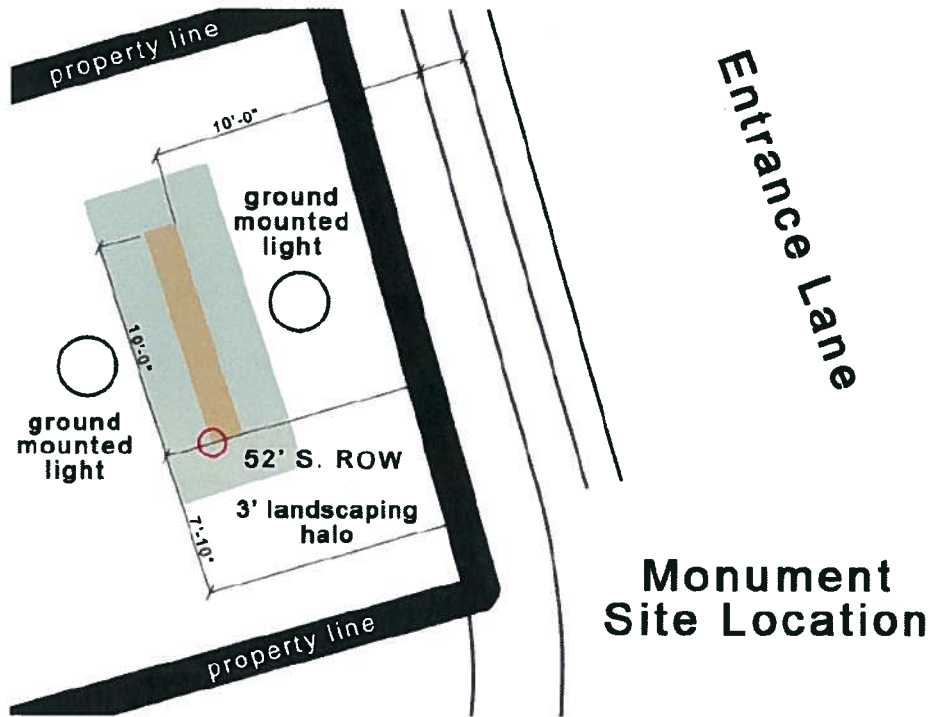


Extruded aluminum, fully adjustable doors with anti-reflection baffles. Individually swivel and secured on a stainless steel frame. Easily attaches to pre-drilled holes in the lens frame with stainless steel screws. Provides beam and glare control.



**M o n u m e n t
 sign lighting**

South Monument Sign



North Monument Sign

